

IIHF U18 Womens World Hockey Championship: Canada vs Hungary

DATE: Monday, January 12, 2026
LOCATION: Membertou, CA

Event Description

IIHF U18 Womens World Hockey Championship: Canada vs Hungary is a premier sports event in Membertou. This event attracts visitors from around the world and significantly impacts local hotel demand, creating opportunities for strategic revenue management and guest experience optimization.

Key Information

Category: sports

Importance Rank: 50/100

Expected Attendance: 10,000 people

Event ID: CUerYc3o8Rb35Wc4fr

Hotel Demand Indicators

ADR Impact Index: 5.8x baseline (varies by property tier & location)

Occupancy Impact: +61 percentage points over baseline

Booking Lead Time: Demand begins 60 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 4,000 across all properties

Note: Actual impact varies by property location, star rating, and local market conditions.